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Signature:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

David Shen, et al.

Serial No. 10/633,168

Filing Date: August 1, 2003

For METHOD AND APPARATUS FOR
ASSESSMENT OF
EFFECTIVENESS OF
ADVERTISEMENTS ON AN
INTERNET HUB NETWORK

Examiner Donald Champagne

Group Art Unit No. 3688

Confirmation No. 4598

AMENDMENT B

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In reply to the Final Office Action dated January 5, 2009, Applicants respectfully request that the following amendments be entered and the remarks considered.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 10.